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Mary Alice Shreve  
*Georgia State University*

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DEVELOPMENT OF A RECIPE BOOK FOR CUSTOMERS

WHO SHOP AT DOLLAR GENERAL® STORES

By

MARY ALICE SHREVE, RD, LD

B.S., The University of Alabama, 2011

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Dollar stores serve as a readily available grocery source for many living in low-income communities and food deserts in America.<sup>1</sup> The purpose of this project is to review the literature on the availability of healthful ingredients in dollar stores and create a booklet of healthy recipes using ingredients available in Dollar General® stores. Included in the literature review will be an assessment of food access, shopping behaviors, and food security status of populations patronizing these stores as they are contributing factors to the overall nutritional state of individuals who shop at dollar stores.<sup>2</sup> In addition, a review of current programs focused on providing nutrition and culinary education or financial support for grocery shopping will be examined to further understand the gaps in resources available to this population. The recipe book includes recipes designed to provide the maximum amount of nutrition for the lowest price possible and is based solely off ingredients available at Dollar General® stores. A sample marketing plan complete with educational resources has also been developed to promote the recipe book among Dollar General® customers. The goal behind this literature review, recipe book, and marketing plan is to provide a method by which a strong national dollar store chain can play a role in promoting healthful grocery shopping and consumption among its shoppers.

### **Food Access and Shopping Behaviors**

The National Household Food Acquisition and Purchase Survey (FoodAPS) produced by the United States Department of Agriculture (USDA) Economic Research Service included a collection of data on the types of stores where food insecure Americans shop as well as their modes and distance of travel in order to determine how these factors affect their access to healthy food.<sup>2</sup> The survey results revealed that these households are typically Hispanic or Black and not as likely to have vehicle access as food-secure households.<sup>2</sup> The results also showed that food

insecure individuals are more likely to shop at non-supermarket stores, including convenience and dollar stores, than their food secure counterparts.<sup>2</sup> A study by Ma et al (2017) reported that populations of very low food secure status are primarily patronizing dollar or convenience stores, such as Dollar General®, for their groceries.<sup>3</sup> A study by Stang and Kossover (2005) also found that the food insecure population tends to primarily consist of Black and Hispanic rural, low-income communities particularly in the Southern and Western United States.<sup>4</sup>

Research has also assessed the food shopping behaviors of these populations.<sup>4,5,6,7</sup> Wiig (2008) reported that the shopping behaviors of low-income women (mean age = 37 years and >75% overweight or obese) with children reflect their financial circumstances more than their personal preferences.<sup>5</sup> These study results also revealed that meat was the main focus of this group's shopping habits and that transportation is a major factor in how often this group shopped.<sup>5</sup> Stang and Kossover (2005) reported that food insecure homes have a tendency to serve their children smaller meals with fewer ingredients in order to stretch their food dollars.<sup>4</sup> This review also reported that this population uses money-saving grocery shopping methods including shopping generic items, buying less costly foods, shopping for discounted foods, purchasing large quantities of products at each store visit, and purchasing small amounts of produce, often at low-quality.<sup>4</sup> Evans et al (2015) collected data on the knowledge of healthy eating, opinions about food purchasing choices, and perceptions of ways to increase access to healthy foods in an ethnically diverse low-income population in Texas.<sup>6</sup> The primary barriers to the purchase of healthy food reported by the participants included: the high cost of healthy food, the poor quality of healthy food, general poor store quality, and inadequate geographical access to healthy food. The participants also reported that the addition of chain supermarkets would be more effective in improving access to healthy foods vs. enhancements to convenience stores.

Other programs such as community gardens and farmers' markets were mentioned as a supplementary method to increase access to fresh produce. Ma et al (2016) studied the perception of food access and geographic access to food in households in South Carolina subdivided into food secure, food insecure, and very low food security among children groups.<sup>7</sup> Households with very low food security among children had lower odds of reporting easy access to food shopping and neighborhood access to affordable fruits and vegetables compared to households that were food secure. The odds of reporting fewer opportunities to purchase fast food was lower in food insecure households than in the other subgroups. Measures of geographic access were not associated with food security status. The researchers concluded that perception of food access rather than actual access is a factor affecting shopping behaviors in this population.<sup>7</sup>

### **Nutrition and Food Insecurity**

Dollar General® has stores located in food deserts where food access is highly limited. Therefore, its patrons in those territories have a tendency to be food insecure.<sup>1</sup> Ma et al (2017) reference food insecurity to be a household's uncertainty of being able to obtain enough food for its members due to a lack of financial or other resources.<sup>3</sup> The USDA Economic Research Service (ERS) qualifies both "low" food secure and "very low" food secure households as having "food insecure" status.<sup>8</sup> The ERS defines low food security as the ability of a household to obtain enough food to sustain itself through use of government assistance, food pantries, and adaptation to a diet with less variety.<sup>8</sup> The ERS describes very low food security as a disruption in the standard intake of a household due to insufficient funding or resources for obtaining food.<sup>8</sup> In their 2016 Current Population Survey Food Security Supplement, the ERS found 7.4% of

United States households to have low food security and 4.9% to have very low food security.<sup>8</sup> A food insecure household often focuses less on consuming healthful foods and more on obtaining enough food to feed its members.<sup>8</sup>

The most effective methods of improving the nutritional status of food insecure households is still unclear. Stern et al (2016) argued that neither better store access nor healthier store product availability will improve healthy food shopping habits for food insecure households.<sup>9</sup> The researchers found nutritional profiles of foods purchased to be consistent whether bought from a large supermarket retailer, warehouse club, or dollar store.<sup>9</sup> Smith and Morton (2009) stated that strong civic engagement is of high importance in communities of low food security status in providing a solution for improved food shopping behaviors.<sup>10</sup> In a subsequent study by Caspi et al (2017), the researchers measured consumer response to marketing of healthful foods such as fruits, vegetables, and whole grains in small food retailers like dollar stores.<sup>11</sup> Testing just within Minneapolis-St. Paul, they found that while promotion of healthy options within stores did lead to higher volumes of those items sold, the mass marketing of unhealthy options still caused unhealthy food purchases to prevail according to total sales.<sup>11</sup> The researchers proposed a reduction in both shelf space and product selection of less healthful foods to make room for extra real estate for more healthy ones.<sup>11</sup>

It is the position of the Academy of Nutrition and Dietetics (2017) that farmers market initiatives, community gardens, and gleaning programs are all potential collaborations that can increase fresh fruit and vegetable consumption in low-income communities.<sup>12</sup> The Academy also encourages food recovery programs to redistribute fresh food from restaurants, stores, and schools back into food insecure communities.<sup>12</sup> In a study by Dimitri et al (2015), the researchers examined the effects of financial incentives for food insecure individuals to purchase fresh

produce at farmers markets.<sup>13</sup> Such assistance includes coupons through nonprofit organizations like Wholesome Wave that are used to match fresh fruit and vegetable purchases.<sup>13</sup> The researchers studied farmers market purchasing and produce consumption among 300 participants in three different cities.<sup>13</sup> While they did find an increase in consumption for some participants, they also discovered that those who lived in food deserts or areas with limited access to farmers markets were less likely to participate in the program.<sup>13</sup> Therefore, while there is potential for increasing fruit and vegetable consumption among the food insecure with programs such as Wholesome Wave, access remains an issue for many.<sup>13</sup>

### **Government Programming**

Government programs have been developed to provide financial assistance for food insecure, low-income populations to improve food purchasing behaviors and subsequent health status. The Supplemental Nutrition Assistance Program (SNAP) supports food purchases for low income older adults, families with low wages, and disabled individuals.<sup>14</sup> The dollar amount that each household receives is based on need, but this amount can vary by county and therefore may not always be sufficient for a household to purchase enough ingredients to fulfill a balanced diet.<sup>14</sup> SNAP benefit rules are federally mandated but states have influence on subsequent educational programming as well as the SNAP application process.<sup>14</sup> Appropriate budgeting for those utilizing SNAP benefits at Dollar General® was considered when developing recipes for this project's recipe book.

Popkin (2017) commented that SNAP is in need of great change to match the shifting diets of its participants.<sup>15</sup> He argued that Americans of low socioeconomic status who utilize the program are typically consuming a diet high in refined carbohydrates, added sugars, and sodium

and that the program's failure to adjust in response to this diet shift is a limitation for those working to support healthy eating practices among this population.<sup>15</sup> Popkin proposed changing SNAP regulations to ones that will limit poor food purchasing options (such as refined, processed snack foods) and encourage more healthful ones (such as whole grain ingredients).<sup>15</sup> A study by Sharkey et al (2013) found that SNAP reduces food insecurity.<sup>16</sup> Alternatively, a study by Laska et al (2014) assessed the food inventories of a variety of SNAP-authorized stores, including dollar stores, to determine which/if healthful foods are stocked.<sup>17</sup> The researchers found that the majority of the 91 stores investigated did not carry a variety of healthful foods and argued that it is up to the U.S. Department of Agriculture to better regulate stocking policy for SNAP-authorized stores.<sup>17</sup> They discovered that while over half of the stores did carry whole-grain cereal, fresh/canned fruit, and fat-free/low-fat milk, few stocked fresh vegetables and even fewer provided items high in whole grains.<sup>17</sup>

A study by Racine et al (2016) stated that more than 25,000 SNAP-authorized dollar stores exist in America with the majority found in low-income communities.<sup>18</sup> The researchers also examined the inventory of SNAP-authorized dollar stores in North Carolina food deserts and assessed how the inventories varied by both location (urban or rural) and dollar store company.<sup>18</sup> The major findings of this study were that these stores do not offer fresh produce and that the store inventories did not differ based on rural or urban location.<sup>18</sup> The researchers also found that the majority of these stores offered dried beans, frozen meats, brown rice, and 100% whole-wheat bread.<sup>18</sup> This study only focused on certain counties in North Carolina,<sup>18</sup> so the results cannot be generalized to all U.S. dollar stores.

## **Non-Governmental Programming**



Nonprofit organizations have developed nutrition and culinary education resources to benefit low-income populations who may be living in food deserts. Pooler et al (2017) found the Share Our Strength Cooking Matters program to be effective in teaching low-income adults how to manage food resources through grocery tours and hands-on cooking classes.<sup>19</sup> Available in 46 states and the District of Columbia, the Cooking Matters program is based upon the Social Cognitive Theory and brings participants together once per week for six weeks in classes led by a culinary and nutrition educator. During these sessions, attendees gain skills in developing a shopping list, utilizing purchased ingredients in more than one recipe, learning how to read nutrition labels, and selecting produce. Participants receive recipes and groceries after completing the sessions. Partners of this program, including hunger organizations and SNAP Education grantees, recruit individuals to participate, host the classes, and evaluate program success through pre- and post-class surveys. The researchers found this program to exhibit the proven successes of culinary and nutrition educations among food insecure populations.<sup>19</sup>

Other examples of how in-store health and wellness programming can be effective in providing nutrition education include dietitian-led discussions on portion control, nutrition label reading, and culinary preparation techniques.<sup>20</sup> The study by Lewis et al (2015) described how consumer nutrition knowledge and food shopping choices can be improved through this form of counseling within a grocery store.<sup>20</sup> The researchers randomized participants into one of two groups. One group received diet counseling within a grocery store and the second group received the same counseling within a clinic setting. Participants attended three 60 minute one-on-one sessions with a dietitian to learn about portion control, nutrition labels, and food preparation. The researchers then assessed the nutritional knowledge and the diet quality of the two groups by using dietary information collected from the participants via the 2005 Healthy

Eating Index as a measurement tool<sup>21</sup> as well as the Gladys Block Food Frequency Questionnaire<sup>22</sup> which was administered at baseline and after the three-month study period. Both groups were found to have an improvement in diet quality after the study. However, the grocery story group experienced a higher increase in nutrition knowledge than the clinic group.<sup>20</sup> Although this study is beneficial in understanding an effective method for nutrition education, it focused on individuals who are obese and not specifically a food insecure population. In addition, a study by Freedman et al (2011) assessed how the “Eat Smart” Point-of Purchase program could benefit how college students shop at a convenience store.<sup>23</sup> The program was designed to educate customers around nutrition immediately upon selection and/or purchase of a food product. For this study, the program included shelf-tagging healthful food items within the convenience store and posting promotional and educational materials about smart nutrition choices for customers throughout the store. Non-tagged products that were in the same food category as tagged products were priced the same so that cost would not be a confounding variable. The researchers found an increase in sales for shelf-tagged items after five weeks.<sup>23</sup>

Based on the review recommendations by Stang and Kossover (2005), dietitians can assist low-income individuals with nutrition and culinary education by holding focus groups to discuss obstacles in food shopping and then work with grocers to identify nutritious, reasonably-priced options they can carry in their stores.<sup>4</sup> Other support mechanisms include teaching classes on food preservation, offering store tours and tastings in partnership with local grocers and collaborating with 4-H programs to conduct community gardening education.<sup>4</sup> Because Dollar General® is currently the most thriving low-priced chain variety store in America with over 14,000 stores total and as nearly 75% of the United States population lives within a five mile

perimeter of a store location,<sup>24</sup> this company serves as this project's model for the production and roll-out of nutrition education materials specifically targeted to its shoppers.

### **Dollar General® Inventory**

The Dollar General® chain sells a wide range of products at a variety of prices.<sup>18</sup> For this project, a summary of Dollar General® inventory was developed after researching both the Dollar General® website and four different store locations (Appendix A). In 2015, Dollar General® operated 12,282 of the 25,318 SNAP-authorized dollar stores.<sup>25</sup> In their North Carolina-focused study, Racine et al (2016) found that the majority of their researched Dollar General® stores stocked non-fat or low-fat milk, high fiber crackers, canned vegetables without sauce, and cheese.<sup>18</sup> Very few of the Dollar General® stores they studied sold whole-wheat pasta, frozen chicken, frozen vegetables without seasoning, or frozen fruit without added sugars.<sup>18</sup> These data were collected in 2014 and only in select North Carolina Dollar General® stores. While this study may provide a snapshot of Dollar General® inventory, it is not an up-to-date listing.<sup>18</sup> Further examination of store inventories was necessary for this project.

This project also examined how store inventory procurement may be influenced to include a wider selection of healthier foods. Philadelphia's nonprofit, The Food Trust, developed The Healthy Corner Store Initiative to encourage corner store managers to make gradual, healthful changes to their store inventories.<sup>26</sup> The project encourages increased access to healthy foods for food insecure populations patronizing these locations through supporting the expansion of healthy product lines and increasing marketing materials to drive customer awareness of positive inventory changes.<sup>26</sup> Similarly, in a recent study by Caspi et al (2016), the researchers discussed how food store managers can be an important change agent in providing healthful

retail options but may lack autonomy to make independent inventory decisions.<sup>27</sup> Because Dollar General® is a large corporation as opposed to independently owned stores, store managers are limited in the products they may choose to carry.

A study by Bustillos et al (2009) provided a picture of general dollar store product availability as well as a process on how the researchers collected this information.<sup>28</sup> The researchers developed a food availability surveying tool that incorporated input from other researchers, dietitians, the United States Department of Agriculture MyPyramid, and the 2005 Dietary Guidelines for Americans.<sup>28</sup> The tool included a breakdown of food categories and a listing of healthful and less healthful options within those groups.<sup>28</sup> The researchers further broke down these groups by food category variety (such as the number of different fresh vegetables) and food item variety (such as how many pear varieties).<sup>28</sup> Similar categorizing research by Caspi et al (2016) created a “Healthy Food Supply” score based on variety, pricing, item availability, and healthfulness quality.<sup>27</sup> This scoring system was modeled after the “Healthy Food Availability Index” from the Nutrition Environment Measurement Survey.<sup>27</sup> These models were used as a guide in researching the grocery inventory of Dollar General® for this project, and the 2015-2020 Dietary Guidelines for Americans served as the gold standard for referencing a product’s healthfulness.

While Dollar General® stores supply canned fruits and vegetables as well as some frozen produce, they typically do not offer fresh produce for sale.<sup>18</sup> As a result, Dollar General® customers have to shop other stores or markets for their fruits and vegetables. Several studies examined options for those of low food secure status or those living in food deserts to obtain their fresh produce from other sources. In a study by Leone et al (2017), the researchers evaluated the effectiveness of a “Veggie Van” that supplies low-income communities with fresh,

local produce at reduced pricing.<sup>29</sup> The program also offers nutrition education and cooking classes.<sup>29</sup> They determined that the program increased fruit and vegetable consumption by 0.41 servings/day for those who regularly purchased from the van.<sup>29</sup>

The “Veggie Van” concept was only a pilot study.<sup>29</sup> A similar program could be implemented in partnership with Dollar General® to provide this option at actual store locations. Encouragement for such a trial was recommended in a study by D’Angelo et al (2017).<sup>30</sup> The researchers worked with 55 small food retailers and convenience stores in rural Eastern North Carolina to provide a limited selection of fresh produce to customers.<sup>30</sup> While only two percent of these stores previously offered such items, the researchers convinced 50% of stores to participate.<sup>30</sup> The study did not include assessment of consumer attitudes towards this retail shift, but it did provide evidence of retail willingness to make changes towards healthier product availability.<sup>30</sup>

### **Dollar General® Recipe Booklet and Marketing Plan**

Existing literature provides a framework for knowledge that already exists on the topic of food insecurity and dollar stores, where there is need for improvement, and areas for future research. These studies provide an in-depth look into the financial and social circumstances of those frequently shopping at dollar stores. This information combined with research about programs working to provide better food conditions for this population directed the development of a healthful recipe book for Dollar General® customers using only ingredients that can be purchased at Dollar General® stores. The recipe booklet is divided into breakfast, side dishes, entrée, and dessert categories and includes a “pantry staples” guide, cost breakdowns, SNAP information, and healthy eating resources as well as nutrition comparison charts to fast food

meals (Appendix B). The booklet also identifies how recipes can be adjusted to become vegetarian. The 2015-2020 Dietary Guidelines for Americans served as guide in developing the recipes' targeted ranges for saturated fat, sodium, sugar, and calorie levels.

Other individuals have completed projects similar to this recipe book in order to provide Americans who struggle with food insecurity a guide for preparing low-cost, healthful meals.<sup>31,32</sup> Leanne Brown developed *Good and Cheap*, a cookbook specifically for individuals receiving SNAP benefits.<sup>31</sup> The book's recipes were designed to meet a food budget of four dollars per day.<sup>31</sup> Brown intended the recipes to be flavorful and filling while using inexpensive, staple ingredients like dried beans and canned vegetables.<sup>31</sup> Additionally, JuJu Harris, author of *The Arcadia Mobile Market Seasonal Cookbook* and a former Women, Infants and Children program participant, found it vital to share recipes with and provide cooking knowledge to those living on a small food budget.<sup>32</sup> "It's possible to eat healthy on a budget. Not easy, but possible," Harris stated.<sup>32</sup> Her cookbook was designed to educate the reader on how to perform simple cooking techniques, establish a pantry, and also eat seasonally.<sup>32</sup> The recipes highlight seasonal produce and incorporate food assistance staple ingredients such as milk, beans, and eggs.<sup>32</sup> Both of these works serve as an example to follow in the development of a recipe book such as the current project with inventory from Dollar General® stores.

A marketing plan was also developed to guide the Dollar General® company on how to introduce the recipe book to its customers (Appendix C). The plan establishes the recipe book not only as a way to increase sales among the company's existing customers but also as a tool to gain new patrons. Most importantly, the marketing plan is designed to spark excitement and engagement among customers into the healthful products Dollar General® currently offers and the potential for improving one's health by utilizing the book's recipes and cooking tips. The

plan suggests chef demos, social media call-outs, farmers market events, collateral, and community partnerships as ways to successfully market the recipe book and subsequently increase sales. The plan also addresses ways to measure the book's success.

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## **APPENDIX A**

### **DOLLAR GENERAL® INVENTORY**

Inventory determined via DollarGeneral.com and multi-store visits

Inventory varies by store

**FOOD GROUP**

**ITEM**

**PROTEINS**

Canned beef crumbles  
Canned cooked shredded beef with beef broth  
Canned pulled pork in water  
Canned BBQ pulled pork  
Canned chicken salad  
Canned grilled chicken breast  
Canned sardines in water; in soybean oil  
Canned herring  
Canned pink salmon  
Canned Chunk white chicken in water  
Various Canned/packageged Tuna  
Canned turkey chunks in water  
Frozen 80%/20% Ground Beef  
Frozen 73%/27% Ground Beef  
Frozen Beef Burgers  
Frozen chicken patties  
Frozen crispy chicken strips  
Frozen chicken breasts  
Frozen chicken nuggets  
Frozen grilled chicken breast strips  
Canned Vienna sausages (smoked, original, BBQ)  
Refrigerated bacon  
Refrigerated smoked sausages  
Refrigerated hot dogs  
Refrigerated chicken salad  
Refrigerated assorted deli meats  
Refrigerated pepperoni  
dried pinto beans  
dried great northern beans  
Frozen cooked shrimp  
Frozen imitation crab meat  
Frozen fish sticks  
Canned Spam

**DAIRY**

Eggs  
Milk - skim, 2%, whole  
Almond milk  
Lactose-free milk  
Ice cream  
Frozen desserts  
Orange Juice  
Sour Cream  
Butter  
Margarine  
French Onion Dip  
Chocolate Milk  
Buttermilk  
Assorted Cheeses - some pre-shredded  
Coffee Creamer  
Cool Whip

# VEGETABLES

Heavy Whipping Cream

Cottage Cheese

Canned Cinnamon Rolls

Canned Biscuits

canned yams

canned black beans

canned leaf spinach

canned mushrooms

canned asparagus

canned mixed vegetables

canned green beans

canned sweet peas

canned whole kernel corn

canned pinto beans

canned carrots

canned sauerkraut

canned light red kidney beans

canned diced tomatoes; crushed

canned slices potatoes

canned seasoned turnip greens

canned blackeyed peas

canned creamed corn

canned chickpeas

canned garbanzo beans

Frozen Onions and Mixed Peppers

Frozen Brussels Sprouts

Frozen California Blend Vegetables

Frozen Broccoli

# FRUITS - Lacking

Mandarin Oranges/Peaches/Pears in Light Syrup Cups

Canned Pineapple (slices, chunks, or crushed) in Natural Juices

Pitted Prunes

California Raisins

Canned Fruit Cocktail in Heavy Syrup

Canned Mandarin Oranges in Light Syrup

Peach Slices in Light Syrup

# GRAINS

Ramen noodles

Knorr Rice/Pasta sides

Rice-A-Roni

Barilla penne pasta

assorted packaged cereals

Honey Bunches of Oats

Cheerios/Honey Nut Cheerios

Raisin Bran

Special K

Variety Pack/Regular Instant Oatmeal

Quaker Quick Oats

Pasta - **No Whole Grain Pastas Available**

-penne

-rotini

-bow tie

-elbow macaroni

-spaghetti

-angel hair

-extra wide egg

-yolk free ribbons

## NUTS/SEEDS

## PANTRY STAPLES

## CONDIMENTS

-fettuccine

100% whole wheat bread - sandwich slices

white sandwich bread

enriched white hot dog buns

enriched white hamburger buns

white rice - **No Brown Rice Available**

Jasmine rice

parboiled rice

corn tortillas

flour tortillas

unsalted peanuts, salted whole cashews, salted sunflower seeds (in kernel), salted mixed nuts, Planters NUTrition Heart Healthy Mix, Roasted & Salted Almonds, Roasted & Salted Pumpkin Seeds, Wonderful Pistachios, shelled walnuts, pecan halves

JIF peanut butter

Honey peanut butter

creamy/crunchy peanut butter

honey peanut butter

coffee

assorted whole bean

ground

k-cups

instant

ready-to-drink

caffeinated/decaf

liquid coffee creamer (assorted)

tea (assorted tea bags)

chocolate milk/hot cocoa powders

semisweet chocolate chips

canned condensed milk

baking cocoa

Splenda

Sweet n'Low

Stevia

Aspartame

granulated sugar

powdered sugar

brown sugar

light corn syrup

baking soda

self-rising flour

corn muffin mix

baking powder

corn starch

AP flour

chicken (low-sodium and regular) and beef broths

Aunt Jemima maple syrup

vegetable oil

evaporated milk

canola oil

ketchup

Yellow mustard

Nutella

tomato paste

diced tomatoes with green chilies



tomato sauce  
mayonnaise  
white vinegar  
apple cider vinegar  
italian dressing  
honey  
hot sauce  
pickles  
assorted jellies  
black and green olives  
relish  
canned tomato sauce, paste

## SPICES

Old Bay seasoning  
Morton Seasoned-All Season Salt  
Chili seasoning mix  
shakshuka  
garlic powder  
Mrs. Dash Salt-free seasoning  
Accent All-Natural Flavor Enhancer  
Montreal Steak Seasoning  
Lawry's  
Sea Salt Grinder  
ground black pepper  
Beef broth  
chicken broth  
Beef boullion cubes  
Chicken boullion cubes  
onion powder  
minced garlic in liquid  
garlic powder  
dried minced onion  
parsley flakes  
chili powder  
cumin  
cinnamon  
cinnamon sugar  
cajun seasoning  
meat tenderizer  
red pepper flakes  
Tony Chachere's cajun seasoning  
burger seasoning  
vanilla, almond, lemon extracts

## Prepared Foods

Betty Crocker Suddenly Pasta Salad  
Instant Mashed Potatoes  
Scalloped Potatoes  
Canned Beef Stew  
Frozen pizzas  
Frozen microwave dinners  
gravy packets

## SNACKS

assorted baby foods  
microwave popcorn  
Heartland Harvest Hiker's Blend Trail Mix  
Jell-o Instant Puddings & Gelatins  
Rice Krispies Treats  
Austin Crackers Toasty Peanut Butter

**Additional Inventory**

Quaker Chewy Bar

Special K Protein Snack Bars

Nature Valley Granola Bars

Mott's Medleys Fruit Snacks

Rold Gold Pretzels

Smartfood Popcorn

assorted trail mixes

assorted candies

assorted cookies

assorted pop-tarts

assorted nutritional shakes

## **Appendix B**

### **Recipe Book**

# **DOLLAR GENERAL<sup>®</sup>**

## **RECIPE BOOK**



**MARY ALICE SHREVE, RD, LD**

## *It's time to get cooking!*

Studies have shown that those who cook a meal at home eat less calories, sugar, sodium, and fat than those who do not.<sup>1</sup> Cooking your own meals can prevent disease and can also help you maintain a healthy weight.<sup>1</sup>

This recipe book is designed to support you in preparing healthful, home-cooked meals. Each recipe can be prepared using only ingredients from Dollar General®. Dollar General® stores offer a wide selection of groceries including spices, frozen vegetables, frozen meats, and breads\*. Most of these recipes can be prepared using only a few dishes and/or kitchen appliances.

In this book you will find **nutritional tips** from a Registered Dietitian, **nutrition comparisons** between these recipes and meals from fast food chains, and resources on how to get the **best bang for your buck**. If you utilize SNAP program benefits, there are budgeting tips for how to make your dollar go the furthest at Dollar General® stores.

One thing you will notice about these recipes is that they do not include fresh produce. When possible, it is great to include fresh fruits and vegetables into your diet as they do not contain the added sugars and sodium that canned do. With the exception of Dollar General Market™ stores, Dollar General® stores do not sell fresh produce. So, these recipes call for frozen fruits and vegetables and some canned products. If you are able to use fresh produce from your local farmers' market or garden, instead, go for it!

***Enjoy this recipe book and know that you are taking steps to better your health by cooking these meals!***

The Dollar General logo, featuring the words "DOLLAR GENERAL" in bold, black, sans-serif capital letters. The text is centered within a bright yellow rectangular background that has a slight 3D effect with a thin black border and a subtle drop shadow.

\*Inventory may vary between locations. Check with your local store for availability.

1) Jones SA, Walter J, Soliah L, Phifer JT. Perceived motivators to home food preparation: focus group findings. *J Acad Nutr Diet*. October 2014;114(10):1552-1556.

[http://jandonline.org/article/S2212-2672\(14\)00499-7/fulltext](http://jandonline.org/article/S2212-2672(14)00499-7/fulltext)

*Nutrition Facts generated by **The Food Processor***

# Helpful Resources

## ***Guides to Shopping for Healthy Food on a Budget***

### *Wholesome Wave*

Wholesome Wave is an organization that will **double your food stamps** for purchasing fresh fruits and vegetables.

<https://www.wholesomewave.org/>

(203) 226-1112

### *Cooking Matters*

Cooking Matters teaches you ways to shop for and cook healthy meals on a budget.

<https://cookingmatters.org/>

(800) 969-4767

## ***Guides to Eating Healthy Foods***

### *Choose MyPlate*

Here you will find tools for shopping on a budget, recipes for eating all of the food groups, and tips on feeding kids nutritious meals.

<https://www.choosemyplate.gov/>

(202) 720-2791

### *SNAP-Ed*

SNAP-Ed provides nutrition education classes in community settings. Call to find a class near you:

<https://snaped.fns.usda.gov/>

1 (800) 221-5689

## ***Where to Find Low Priced/Free Fresh Produce***

*Farmers markets* - <https://www.ams.usda.gov/local-food-directories/farmersmarkets>

*Community gardens* - <https://peoplesgarden.usda.gov/>

*Roadside Stands/Farms* - <http://www.localfarmmarkets.org/>

*Senior Farmers Market Nutrition Program* - <https://www.fns.usda.gov/sfmnp/overview>

*WIC Farmers Market Nutrition Program* - <https://www.fns.usda.gov/fmnp/wic-farmers-market-nutrition-program-fmnp>

## ***Other Resources***

### ***Supplemental Nutrition Assistance Program (SNAP)***

Find information about food stamps and nutrition assistance. Check to see if you are eligible.

<https://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program-snap>

(703) 305-2062

### ***Special Supplemental Nutrition Program for Women, Infants, & Children (WIC)***

Supports the health of low-income pregnant, postpartum, and breastfeeding women, infants, and children up to age 5.

<https://www.fns.usda.gov/wic/about-wic>

Toll-Free State Agency Numbers: <https://www.fns.usda.gov/wic/wic-contacts>

To find your nearest WIC Clinic location, contact your state agency at:

<https://www.fns.usda.gov/wic/wic-contacts>

### ***Temporary Assistance for Needy Families (TANF)***

Helps families in need achieve self-sufficiency.

<https://www.acf.hhs.gov/ofa/programs/tanf>

1 (877) 696-6775

# SNAP Sample Budget/M Meal Plan

In fiscal year 2017, the average SNAP recipient received \$126/month. This is equal to about \$4.20/day or \$1.40/meal.<sup>1</sup> Based off these numbers, the following is a suggested meal plan for someone operating on this food budget and shopping only at Dollar General®. \*Please note that these numbers are just an example meant to serve as a guide and will vary based off the benefits recipient. Prices will vary by store.

Calories, nutritional needs, and portions will vary by individual. This sample meal plan is designed by a Registered Dietitian for someone on a 1500 calories/day diet.

***What can be purchased through SNAP benefits:***

***<https://www.fns.usda.gov/snap/eligible-food-items>***



	<b>Sun \$4.83</b>	<b>Mon \$5.08</b>	<b>Tues \$4.45</b>	<b>Wed \$4.68</b>	<b>Thurs \$5.52</b>	<b>Fri \$3.77</b>	<b>Sat \$4.94</b>
<b>B</b>	<i>Peanut Butter Breakfast Bar (\$0.85)</i>  1 cup 2% Milk <b>(\$0.14)</b>	Scrambled Eggs <b>(\$0.30)</b>  1 slice Whole Wheat Toast <b>(\$0.06)</b>  1 cup 2% Milk <b>(\$0.14)</b>	<i>Peanut Butter Breakfast Bar (\$0.85)</i>  1 cup 2% Milk <b>(\$0.14)</b>	Oatmeal With Raisins <b>(\$0.38)</b>  1 oz. Walnuts <b>(\$0.68)</b>  1 cup 2% Milk <b>(\$0.14)</b>	<i>Peanut Butter Breakfast Bar (\$0.85)</i>  1 cup 2% Milk <b>(\$0.14)</b>	Hard-Boiled Egg <b>(\$0.13)</b>  1 slice Whole Wheat Toast <b>(\$0.06)</b>  1 cup 2% Milk <b>(\$0.14)</b>	Poached Egg <b>(\$0.13)</b>  Mandarin Orange Cup <b>(\$0.50)</b>  1 cup 2% Milk <b>(\$0.14)</b>
<b>L</b>	<i>3 Beans and Rice (\$0.73)</i>  Snack: 1 oz. Walnuts <b>(\$0.68)</b>	Tuna Sandwich on Whole Wheat Bread <b>(\$0.77)</b>  Mandarin Orange Cup <b>(\$0.50)</b>	<i>Chicken Spaghetti (\$1.43)</i>	<i>Shepherd's Pie (\$2.63)</i>	Turkey Sandwich on Whole Wheat Bread <b>(\$2.07)</b>	<i>3 Beans and Rice (\$0.73)</i>  Snack: 1 oz. Walnuts <b>(\$0.68)</b>	BBQ Pulled Pork Sandwich on Whole Wheat Bread <b>(\$2.62)</b>
<b>D</b>	<i>Chicken Spaghetti (\$1.43)</i>  Canned Spinach <b>(\$1.00)</b>	<i>Shepherd's Pie (\$2.63)</i>  Snack: 1 oz. Walnuts <b>(\$0.68)</b>	Hamburger Patty <b>(\$1.04)</b> Mandarin Orange Cup <b>(\$0.50)</b> <i>Choco PB Cookie (\$0.49)</i>	<i>3 Beans and Rice (\$0.73)</i>  Snack: Peanut Butter Toast <b>(\$0.12)</b>	Baked Chicken Breast <b>(\$1.08)</b>  1 cup Rice <b>(\$0.25)</b> Mixed Veg <b>(\$0.50)</b>	Hamburger Patty <b>(\$1.04)</b> Mixed Vegetables <b>(\$0.50)</b> <i>Choco PB Cookie (\$0.49)</i>	<i>Chicken Spaghetti (\$1.43)</i>  Snack: Peanut Butter Toast <b>(\$0.12)</b>

*Italics = Recipe from this cookbook*

**\$33.27 / week X 4 = \$133.08/ month**

- 1) <https://www.cbpp.org/research/policy-basics-the-supplemental-nutrition-assistance-program-snap>

# Pantry List

You will need the following items in your pantry for use in this book's recipes. It is recommended you purchase those you do not already have on hand. The entire list will cost \$22.52 (note that prices are subject to change at different Dollar General® stores). The cost of these items is not included in each recipe's price breakdown. You will find these items in **bold** under the Ingredients for each recipe.

Clover Valley Salt	\$1.50
Clover Valley Pepper Grinder	\$1.50
Clover Valley Olive Oil	\$2.75
Mrs. Dash Original Seasoning Blend	\$2.65
Clover Valley Minced Garlic	\$2.00
Clover Valley Dried Minced Onion	\$1.00
Clover Valley Honey	\$3.00
Clover Valley Vanilla Extract	\$1.00
Clover Valley Red Pepper Flakes	\$1.00
Clover Valley Canned Diced Tomatoes	\$0.67
Clover Valley Chili Powder	\$1.00
Clover Valley Onion Powder	\$1.00
Clover Valley Canned Tomato Paste	\$0.50
Clover Valley Ground Cinnamon	\$1.00
Clover Valley Canola Oil Cooking Spray	\$1.95

**TOTAL \$22.52**

# EQUIPMENT LIST

The following is a list of equipment used in preparing this book's dishes. Each recipe lists which of these items you will need.

## **Tools**

Spatula  
Spoon  
Whisk  
Tongs  
Measuring Spoons  
Measuring Cups  
Chef's Knife  
Cutting Board  
Strainer/Colander  
Meat Thermometer  
Can Opener  
Oven Mitt

## **Cookware**

Saucepan  
Skillet  
Pot  
Mixing Bowls  
Baking Sheet  
Muffin Tins  
Baking Dish  
Loaf Pan

## **Appliances**

Food Processor  
Blender  
Oven  
Stove  
Sink  
Refrigerator/Freezer  
Microwave

# MEASUREMENTS



Tbsp. = Tablespoon  
Tsp. = Teaspoon



Measurements listed in cups, not ounces, unless marked

**BREAKFAST**



## ***Peanut Butter Breakfast Bars***

*These bars are easy to whip up for a tasty breakfast treat all week! Enjoy them warm with a glass of milk or as a quick breakfast on the run.*

# Nutrition Comparison

## Homemade Peanut Butter Breakfast Bars

Nutrition Facts	
servings per container	
Serving size	(55g)
Amount per serving	
Calories	170
% Daily Value*	
Total Fat 9g	12%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 25mg	8%
Sodium 45mg	2%
Total Carbohydrate 20g	7%
Dietary Fiber 2g	7%
Total Sugars 9g	
Includes 5g Added Sugars	10%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 16mg	2%
Iron 1mg	6%
Potassium 142mg	4%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	



**Bacon, Egg & Cheese Biscuit: 280 more calories, 9.5 more grams saturated fat, 175 more milligrams cholesterol, 1245 more milligrams sodium**

450	24g	40g	18g
Calories	Total Fat (37% DV)	Total Carbs (13% DV)	Protein
Calories From Fat: 220 Saturated Fat: 12g (62% DV) Trans Fat: 0g Cholesterol: 200mg (67% DV)	Sodium: 1290mg (54% DV) Dietary Fiber: 3g (10% DV) Sugars: 3g	Vitamin A: 620IU (10% DV) Vitamin C: 6mg (10% DV) Calcium: 150mg (15% DV) Iron: 3mg (20% DV)	

\*Percent Daily Values (DV) are based on a 2,000 calorie diet

## Peanut Butter Breakfast Bars

Makes 16 bars

Prep Time: 10 minutes

Cost (not including pantry items): \$13.55 total or \$0.85/bar

***Nutrition Fun Fact:** Dark chocolate is higher in antioxidants and lower in sugar than milk chocolate. It is better for your heart, cholesterol, and blood pressure.*

### Equipment you will need

Baking pan

Spatula

Whisk or fork

Oven

Mixing bowl

Cooking Spray

Knife

Measuring cups and spoons



### Ingredients

½ cup Clover Valley Peanut Butter

1 cup Clover Valley Unsweetened Applesauce



**¼ cup Clover Valley Honey**

**2 Eggs**

**2 tsp. Vanilla Extract**

**2 cups Clover Valley Oats**

**⅓ cup Dark Chocolate Chips\***

**⅓ cup Pecans (chop first)**

**⅓ cup Raisins**

### **Directions**

Preheat oven to 350 degrees.

Grease an 8 x 8 inch dish.

Mix peanut butter and applesauce in bowl.



Whisk in eggs then vanilla and honey.



Stir in oats then chocolate chips, nuts, and raisins.

Pour batter into dish.

Bake 25 - 30 minutes.



Let cool then cut into 16 bars. Enjoy for breakfast!

## Nutrition Facts

servings per container

**Serving size** (55g)

Amount per serving

**Calories** **170**

% Daily Value\*

**Total Fat** 9g 12%

Saturated Fat 2.5g 13%

Trans Fat 0g

**Cholesterol** 25mg 8%

**Sodium** 45mg 2%

**Total Carbohydrate** 20g 7%

Dietary Fiber 2g 7%

Total Sugars 9g

Includes 5g Added Sugars 10%

**Protein** 4g

Vitamin D 0mcg 0%

Calcium 16mg 2%

Iron 1mg 6%

Potassium 142mg 4%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## **Veggie Egg Scramble**

**Serves 4**

**Cook Time: 10 minutes**

### **Equipment you will need**

Small bowl

Whisk

Saute Pan

Spatula

Measuring Spoons and Cups

Can Opener

Strainer

Knife

Cutting Board

### **Ingredients**

1 Tsp. **Clover Valley Olive Oil**

½ Tsp. **Clover Valley Ground Pepper**

½ Tsp. **Clover Valley Salt**

4 Eggs

¼ cup Milk

1 Tsp. **Clover Valley Minced Garlic**

½ can Popeye Leaf Spinach, Drained

½ can Clover Valley Sliced Mushrooms, Drained

### **Directions**

Dry drained spinach and mushrooms on paper towels, then roughly chop. Crack eggs into a bowl and whisk together with milk, salt, and pepper. Heat olive oil in saute pan over medium heat. Add garlic and saute for 1 minute. Add spinach and mushrooms and saute another 2 minutes. Add egg mixture and stir into veggies until eggs are set.

**\*Vegetarian Dish\***

## **Trail Mix**

**Makes 10 servings**

**Prep Time: 8 minutes**

### **Equipment you will need**

Large Bowl

Spoon

Small Sandwich Bags

### **Ingredients**

1 Package Clover Valley Pecans, Unsalted

1 Package Clover Valley Walnuts, Unsalted

2 Cups Cheerios

½ Cup Clover Valley Raisins

½ Cup Nestle Dark Chocolate Morsels

**1 Tbsp. Clover Valley Cinnamon**

### **Directions**

Toss all ingredients in bowl and evenly mix. Package ½ cup into 10 different baggies. Keep on hand for a healthy breakfast or snack on the run!

## **Spicy Southwest Egg Scramble**

**Serves 4**

**Cook Time: 10 minutes**

### **Equipment you will need**

Small bowl

Whisk

Saute Pan

Spatula

Measuring Spoons and Cups

Can Opener

Strainer

### **Ingredients**

1 Tsp. **Clover Valley Olive Oil**

½ Tsp. **Clover Valley Ground Pepper**

½ Tsp. **Clover Valley Salt**

4 Eggs

¼ cup Milk

1 Tsp. **Clover Valley Minced Garlic**

2 Tbsp. La Victoria Diced Green Chilies, Drained

½ Can Clover Valley Whole Kernel Corn, Drained

½ Can Clover Valley Black Beans, Drained & Rinsed

1 Tsp. **Clover Valley Chili Powder**

1 Tsp. **Clover Valley Red Pepper Flakes**

¼ Cup Clover Valley Fancy Shredded Mexican Cheese

Tostitos Medium Salsa

### **Directions**

Crack eggs into a bowl and whisk together with milk, salt, and pepper. Heat olive oil in saute pan over medium heat. Add garlic and saute for 1 minute. Add chilies, corn, and beans and saute another 2 minutes. Add egg mixture, chili powder, and red pepper flakes, and stir until eggs are set. Fold cheese into eggs until melted. Serve with salsa.

**\*Vegetarian Dish\***

## **Pineapple Smoothie**

**Serves 4**

**Prep Time: 5 minutes**

### **Equipment you will need**

Blender

Measuring Cups and Spoons

Can Opener

### **Ingredients**

6 Cups Milk

1 Can Clover Valley Crushed Pineapple

1 Package Clover Valley Walnuts, Unsalted

**2 Tbsp. Clover Valley Honey**

4 Cups Ice

### **Directions**

Combine all ingredients in a blender and blend until smooth. Add more or less ice to your liking.

## **Chocolate Peanut Butter Smoothie**

**Serves 4**

**Prep Time: 5 minutes**

### **Equipment you will need**

Blender

Measuring Cups and Spoons

### **Ingredients**

6 Cups Milk

4 Tbsp. Clover Valley Creamy Peanut Butter

4 Tbsp. Nestle Baking Cocoa

**2 Tbsp. Clover Valley Honey**

2 Cups Frozen Mixed Berries (If Available)

4 Cups Ice

### **Directions**

Combine all ingredients in a blender and blend until smooth. Add more or less ice to your liking.

## **Bran Muffins**

**Makes 12 Muffins**

**Prep Time: 20 minutes**

### **Equipment you will need**

Cooking Spray

Muffin Tins

Mixing Bowls

Measuring Cups and Spoons

Spoon

Oven

### **Ingredients**

1 ¼ Cups Clover Valley All-Purpose Flour

1 ¼ Cups Skim Milk

½ Cup Clover Valley Sugar

1 Tbsp. Clover Valley Baking Powder

**¼ Tsp. Salt**

1 Egg

¼ Cup Clover Valley Vegetable Oil

2 Cups Clover Valley Raisin Bran Cereal

### **Directions**

Preheat oven to 400 degrees. Spray muffin tins with cooking spray. Stir flour, sugar, baking powder, and salt together in a bowl. In a larger bowl, add cereal and milk. Let sit until the cereal is soft. Add oil and egg, then stir until fully mixed. Add flour mixture and lightly stir. Pour batter into 12 muffins tin cups. Bake for 20 minutes.

***\*Inspired by "The Original All-Bran Muffin" recipe***



## **Apple Granola**

**Makes: 5 cups granola**

**Prep Time: 10 minutes**

### **Equipment you will need**

Sheet Pan

Mixing Bowls

Spoon

Measuring Cups and Spoons

Stove (or Microwave)

Oven

### **Ingredients**

3 ½ Cups Clover Valley Oats

½ Cup Clover Valley Walnuts

½ Cup Clover Valley Unsweetened Applesauce

1 Tbsp. Clover Valley Vegetable Oil

**1 Tbsp. Clover Valley Honey**

**2 Tsp. Clover Valley Cinnamon**

**¼ Tsp. Salt**

½ Cup Clover Valley Raisins

### **Directions**

Preheat oven to 300 degrees. Mix the oats and walnuts together in a bowl. In a sauce pot over low heat, mix all other ingredients together except for the raisins. Stir until combined. Pour over the oats and walnuts. Spread the mixture out on a sheet pan, then bake for about 45 minutes. Check often and stir the granola a few times while it bakes. Once baked, let it cool and then add the raisins.

**Serve over yogurt, ice cream, or with milk as your morning cereal!**

# **SIDE DISHES**



## *3 Beans and Rice*

*Calling all comfort food lovers: this is the dish for you. Hearty and filling, you'll love the flavor of this heart-healthy one-pot meal!*

# Nutrition Comparison

## Homemade 3 Beans and Rice

Nutrition Facts	
servings per container	
Serving size	(326g)
Amount per serving	
<b>Calories</b>	<b>310</b>
% Daily Value*	
Total Fat 3.5g	4%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 650mg	28%
Total Carbohydrate 56g	20%
Dietary Fiber 8g	29%
Total Sugars 3g	
Includes 0g Added Sugars	0%
Protein 14g	
Vitamin D 0mcg	0%
Calcium 95mg	8%
Iron 4mg	20%
Potassium 586mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	



**Large Red Beans and Rice: 300 more calories, 12.5 more grams saturated fat, 36 more milligrams cholesterol, 839 more milligrams sodium**

SIGNATURE SIDES	PORTION SIZE	TOTAL CALORIES	CALORIES FROM FAT (g)	TOTAL FAT (g)	SAT FAT (g)	TRANS FAT (g)	CHOLESTEROL (mg)	SODIUM (mg)	TOTAL CARBS (g)	DIETARY FIBER (g)	SUGARS (g)	PROTEIN (g)
BISCUIT	1	207	115	13	6	0	0	435	20	1	1	3
CAJUN FRIES	Reg	268	125	14	5	1	4	587	33	3	0	4
CAJUN FRIES	Lg	804	374	42	15	2	10	1761	97	9	1	10
CORN ON THE COB* COBBET (1)	Reg	210	50	6	3	0	10	30	34	4	6	0
CORN ON THE COB* COBBET (3)	Lg	630	150	18	9	0	30	90	102	12	18	0
MACARONI & CHEESE*	Reg	219	84	10	5	0	16	999	24	2	3	8
MACARONI & CHEESE*	Lg	655	253	28	14	0	47	2995	70	5	10	24
MASHED POTATOES WITH CAJUN GRAVY	Reg	110	35	4	2	0	5	590	18	1	1	3
MASHED POTATOES WITH CAJUN GRAVY	Lg	330	105	12	6	0	15	1770	54	3	3	9
RED BEANS & RICE	Reg	247	144	16	5	0	14	606	22	6	0	8
RED BEANS & RICE	Lg	610	363	40	13	0	36	1489	51	15	0	19

### 3 Beans and Rice

Serves 6 - 8

Cook Time: 25 minutes

Cost (not including pantry items): \$4.35 total or \$0.73 - \$0.54/person

***Nutrition Fun Fact:*** Rinsing canned beans before cooking them helps to remove a lot of the extra sodium!

#### **\*Vegetarian Dish\***

If you would like to add meat to this dish, try purchasing frozen hamburger meat or ground beef. Let thaw then crumble and brown in a skillet. Stir into cooked dish.

#### **Equipment you will need**

Can Opener

Pot with Lid

Spatula/Spoon

Strainer

Measuring Cups and Spoons

Stove



#### **Ingredients**

**2.5 Tsp. Clover Valley Minced Garlic in Liquid**

**3 Tbsp. Clover Valley Dried Minced Onion**

**1 Tbsp. Clover Valley Olive Oil**

**1 (14.5 oz.) Can Clover Valley Diced Tomatoes, Undrained**

**1 (14.5 oz.) Can Clover Valley Black Beans, Rinsed & Drained**

1 (15.5 oz) Can Clover Valley Pinto Beans, Rinsed & Drained  
1 (15.5 oz.) Can Clover Valley Kidney Beans, Rinsed & Drained  
**1 Tbsp. Clover Valley Chili Powder**  
**1 Tsp. Clover Valley Red Pepper Flakes**  
3 cups Clover Valley Low Sodium Chicken Broth  
**½ Tsp. Clover Valley Salt**  
**1 Tsp. Clover Valley Ground Pepper**  
**1 Tsp. Mrs. Dash Seasoning**  
**2 Tbsp. Clover Valley Tomato Paste**  
1 Cup Dry White Rice

### Directions



Heat olive oil in pot over medium heat.  
Add garlic and onion. Saute 1 minute.



Add tomatoes and their juices, all three beans, chili powder, red pepper flakes, tomato paste, broth, Mrs. Dash, salt, and pepper.  
Stir and bring to a boil.





Add rice and cover pot.

Turn heat down to medium-low and simmer for about 15 minutes (when rice is finished).

## Nutrition Facts

servings per container

**Serving size** (326g)

Amount per serving

**Calories** **310**

% Daily Value\*

**Total Fat** 3.5g **4%**

Saturated Fat 0.5g **3%**

Trans Fat 0g

**Cholesterol** 0mg **0%**

**Sodium** 650mg **28%**

**Total Carbohydrate** 56g **20%**

Dietary Fiber 8g **29%**

Total Sugars 3g

Includes 0g Added Sugars **0%**

**Protein** 14g

Vitamin D 0mcg **0%**

Calcium 95mg **8%**

Iron 4mg **20%**

Potassium 586mg **10%**

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## **Pasta Salad**

**Serves 8**

**Prep Time: 40 minutes**

**\*This is a vegetarian pasta salad. To add more protein, try tossing in canned tuna chunks or chicken.**

### **Equipment you will need**

Stove

Sauce Pan

Sauce Pot

Knife

Cutting Board

Refrigerator

Colander/Strainer

Can Opener

Large Mixing Bowl

Spoon

### **Ingredients**

1 (16 oz.) Box Clover Valley Rotini Pasta

1 Bag Clover Valley Frozen California Blend Vegetables

1 Small Can Clover Valley Black Olives

**1 (14.5 oz.) Can Clover Valley Diced Tomatoes**, drained and rinsed

1 Bottle Italian Salad Dressing

½ Cup Clover Valley Shredded Mozzarella Cheese

### **Directions**

Cook pasta according to package directions. Drain, rinse in cold water, then pour into a large mixing bowl. Steam the frozen veggies according to package directions. Once cooked, toss into the pasta. Slice the black olives in half and toss into the pasta. Add the drained tomatoes into the pasta. Add half the bottle of dressing and toss. Refrigerate 1 hour then toss with a little more dressing. Toss in the cheese and serve.



## **Minestrone**

**Serves 6**

**Cook Time: 30 minutes**

### **Equipment you will need**

Large Pot

Spoon

Measuring Cups and Spoons

Can Opener

Strainer

Stove

### **Ingredients**

2 Tbsp. **Clover Valley Olive Oil**

2 Tsp. **Clover Valley Minced Garlic**

2 Tbsp. **Clover Valley Minced Onion**

2 Cans Clover Valley Mixed Vegetables

1 Tsp. **Clover Valley Salt**

1 Tsp. **Clover Valley Ground Pepper**

1 Tbsp. **Mrs. Dash Seasoning Blend**

1 Can **Clover Valley Diced Tomatoes, Undrained**

1 Can Clover Valley Tomato Sauce

6 Cups Clover Valley Low Sodium Chicken Broth

1 Cup Dry Clover Valley Bow Tie Pasta

1 Can Clover Valley Pinto Beans, Rinsed & Drained

### **Directions**

Heat olive oil in pot over medium heat. Add garlic and minced onion and stir for 1 minute. Add mixed vegetables, salt, pepper, and Mrs. Dash seasoning. Stir for another 3 minutes. Add diced tomatoes, tomato sauce, and chicken broth and bring all to a boil. Turn down heat and simmer for about 10 minutes. Add the dry pasta and the pinto beans and heat until pasta is cooked.

## **Rice and Bean Casserole**

**Serves 8**

**Prep Time: 25 minutes**

### **Equipment you will need**

Knife  
Cutting Board  
Can Opener  
Oven  
Stove  
Deep Baking Dish  
Spoon  
Skillet  
Mixing Bowl

### **Ingredients**

**1 Tbsp. Clover Valley Olive Oil**

**3 Tbsp. Clover Valley Dried Minced Onion**

**1 ½ Tsp. Clover Valley Minced Garlic**

**¾ Cup Dry White Rice**

**1 (14.5 oz.) Can Clover Valley Black Beans, drained and rinse**

**1 (15.5 oz.) Can Clover Valley Pinto Beans, drained and rinsed**

**1 (15.25 oz.) Clover Valley Whole Kernel Corn, drained and rinsed**

**2 Tbsp. Clover Valley Tomato Paste**

**1 Cup Clover Valley Low Sodium Chicken Broth**

**½ Tsp. Clover Valley Ground Pepper**

**1 Tsp. Clover Valley Salt**

**1 Tbsp. Clover Valley Cumin**

**1 Tsp. Mrs. Dash Original Seasoning Blend**

**1 Cup Clover Valley Shredded Cheddar Cheese**

### **Directions**

Cook rice according to package directions. Preheat oven to 375 degrees. Heat olive oil in skillet over medium heat. Saute onion and garlic for 1 minute, then turn off heat. Mix together cooked rice, black beans, pinto beans, corn, tomato paste, broth, salt and pepper, cumin, and Mrs. Dash. Add olive oil mixture and stir. Mix in cheese. Pour mixture into baking dish and cook for about 25 minutes.

## **Black-eyed Pea Dip**

**Serves 10**

**Prep Time: 15 minutes**

**\*Vegetarian Dish\***

***Use this recipe as a dip for chips or veggies; or serve it over baked chicken!***

### **Equipment you will need**

Medium Bowl

Small Bowl

Spoon

Whisk

Measuring Cups and Spoons

Can Opener

Strainer

Knife

Cutting Board

### **Ingredients**

2 Cans Black Eyed Peas, Rinsed and Drained

1 Can Clover Valley Canned Corn, Drained

**1 Can Clover Valley Diced Tomatoes**

1 Can La Victoria Diced Green Chilies, Drained

½ Cup **Clover Valley Olive Oil**

1 Tsp. **Clover Valley Minced Garlic**

½ Tsp. **Clover Valley Salt**

½ Tsp. **Clover Valley Ground Pepper**

½ Tbsp. Clover Valley Balsamic Vinegar

1 Tsp. **Mrs. Dash Seasoning Blend**

### **Directions**

Toss together peas, corn, tomatoes (and their juices), and chilies in medium bowl. In the small bowl, whisk together the oil, garlic, salt, pepper, vinegar, and Mrs. Dash. Pour wet mixture over ingredients in medium bowl and toss all together. Keep refrigerated.

## **Vegetarian Succotash**

**Serves 6**

**Prep Time: about 45 minutes**

**\*This is a vegetarian version of the traditional succotash dish with bacon.**

### **Equipment you will need**

Measuring Spoons

Stove

Sauce Pot

Spoon

Can Opener

Strainer/Colander

### **Ingredients**

**1 Tbsp. Clover Valley Olive Oil**

**2 Tsp. Clover Valley Dried Minced Onion**

**1 Tsp. Clover Valley Minced Garlic**

1 (15 oz.) Can Lima Beans

1 ½ (15.25 oz.) Cans Clover Valley Whole Kernel Corn, rinsed and drained

1 (14.5 oz.) Can Clover Valley Diced Tomatoes, rinsed and drained

2 Tbsp. Clover Valley Unsalted Butter

1 Tbsp. Apple Cider Vinegar

**3 Tbsp. Mrs. Dash Original Seasoning Blend**

To Taste: **Clover Valley Salt** and **Clover Valley Ground Pepper**

### **Directions**

Heat olive oil in a sauce pot over medium-high heat. Add the garlic and minced onion and saute 1 minute. Stir in the corn, tomatoes, and lima beans. Let heat for about 4 minutes. Stir in butter, vinegar, and Mrs. Dash. Season to taste with salt and pepper if needed.

**ENTRÉES**



# *Chicken Spaghetti*

*Who says spaghetti has to be all about the meatballs?? In this lightened up version of a classic dish, lean chicken takes the place of beef for a recipe equally as delicious!*

# Nutritional Comparison

## Homemade Chicken Spaghetti

Nutrition Facts	
servings per container	
Serving size	(306g)
Amount per serving	
Calories	480
% Daily Value*	
Total Fat 11g	14%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 50mg	17%
Sodium 740mg	32%
Total Carbohydrate 64g	23%
Dietary Fiber 4g	14%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 31g	
Vitamin D 0mcg	0%
Calcium 25mg	2%
Iron 3mg	15%
Potassium 355mg	8%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	



Chicken Parmigiana: **580 more calories, 41 more grams fat, 2,240 more milligrams sodium**

## NUTRITION FACTS

	Calories	Total Fat(g)	Sodium (mg)
Chicken Parmigiana	1,060	52	2,980

## Chicken Spaghetti

Serves 4-6

Cook Time: 30 mins

Cost (not including pantry items): \$8.55 total or \$2.14 - \$1.43/person

### Equipment you will need

Skillet/Saute Pan

Spatula/Spoon

Measuring Spoons

Pot

Cutting Board

Knife

Can Opener

Strainer



### Ingredients

3 Tyson Frozen Boneless, Skinless Chicken Breasts

3 Tbsp. Clover Valley Olive Oil

1 Tsp. Clover Valley Minced Garlic in Liquid

1 (14.5 oz.) Can Clover Valley Diced Tomatoes, undrained

1 (8 oz.) Can Clover Valley Tomato Sauce

1 (6.5 oz.) Can Clover Valley Mushrooms, Drained

1 Tsp. Mrs. Dash Original Seasoning Blend

½ Tsp. Clover Valley Salt

¼ Tsp. Clover Valley Ground Pepper

1 (16 oz.) Package Clover Valley Spaghetti Noodles



**½ Tsp. Clover Valley Red Pepper Flakes**  
**1 Tbsp. Clover Valley Tomato Paste**

### **Directions**

Thaw chicken completely.

Cook pasta from package directions, and set aside.

Heat 2 Tbsp. of the olive oil in a skillet on medium-high heat.

Add chicken and cook until no longer pink inside.

Dice chicken and set aside.

Turn skillet heat down to medium. Add remaining 1 Tbsp. olive oil into skillet.

Saute garlic for 1 minute.



Add tomato sauce, paste, tomatoes, and mushrooms along with salt, pepper, Mrs. Dash, and red pepper flakes.



Turn up heat and bring to a boil. Add diced chicken to skillet and toss.  
Serve over pasta.

# Nutrition Facts

servings per container

**Serving size** (306g)

Amount per serving

**Calories** **480**

% Daily Value\*

**Total Fat** 11g 14%

Saturated Fat 2g 10%

Trans Fat 0g

**Cholesterol** 50mg 17%

**Sodium** 740mg 32%

**Total Carbohydrate** 64g 23%

Dietary Fiber 4g 14%

Total Sugars 6g

Includes 0g Added Sugars 0%

**Protein** 31g

Vitamin D 0mcg 0%

Calcium 25mg 2%

Iron 3mg 15%

Potassium 355mg 8%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## **White Bean Chicken Chili**

**Serves 8**

**Cook Time: 1.5 hours + 1 hour of bean soaking time**

**\*This is a great recipe for a crockpot if you have one!**

### **Equipment you will need**

Small Sauce Pan

Crockpot OR Stove

Large Sauce Pot

Spoon

Measuring Cups and Spoons

Can Opener

Mixing Bowl

### **Ingredients**

Water

$\frac{2}{3}$  Cup Dry Clover Valley Great Northern Beans

2 (10 oz.) Cans Clover Valley Chunk White Chicken Breast, in liquid

**2 Tbsp. Clover Valley Olive Oil**

**1 Tbsp. Clover Valley Minced Garlic**

**4.5 Tbsp. Clover Valley Dried Minced Onion**

**1 (15 oz.) Can Clover Valley Diced Tomatoes, in juices**

4 Cups Clover Valley Low Sodium Chicken Broth

Optional -  $\frac{1}{4}$  Tsp. Cayenne Pepper

**1 Tsp. Clover Valley Chili Powder**

1 (15.25 oz.) Can Clover Valley Whole Kernel Corn, drained

**$\frac{1}{2}$  Tsp. Clover Valley Salt**

**1 Tsp. Clover Valley Ground Pepper**

### **Directions**

Rinse the beans, then add them to small saucepan and cover with an inch of water. Bring to a boil for 5 minutes, then pull off heat and let soak for 1 hour.

After an hour, heat oil in pot over medium-high heat. Add garlic and onion and saute 1 minute.

Add chicken, tomatoes, broth, cayenne (optional), chili powder, corn, salt, and pepper. Strain the beans and add to mixture. Stir all together. Bring to a boil, then turn heat down and simmer about 1  $\frac{1}{2}$  hours or until beans are cooked.

## **Pulled Chicken Tacos**

**Serves 6**

**Prep Time: 35 minutes**

### **Equipment you will need**

Can Opener

Skillet

Spatula

Colander/Strainer

Measuring Spoons

Mixing Bowls

Fork

### **Ingredients**

**1 Tbsp. Clover Valley Olive Oil**

3 Tyson Frozen Boneless, Skinless Chicken Breasts, thawed

12 Corn Tortillas

½ Can Diced Green Chilis

½ Can Clover Valley Black Beans

½ Can Clover Valley Whole Kernel Corn

**1 Tbsp. Clover Valley Chili Powder**

**½ Tsp. Clover Valley Salt**

**½ Can Clover Valley Diced Tomatoes, in juices**

Salsa for serving

Clover Valley Shredded Cheddar Cheese for serving

### **Directions**

Heat skillet over medium-high heat and add ½ of the olive oil. Cook chicken until no longer pink inside. Let cool, then pull into thin strips with a fork and set aside. Heat skillet to medium heat and add the other half of the olive oil. Add chilis, black beans, corn, chili powder, and salt. Stir all together and heat about 5 minutes. Pour mixture into bowl and set aside. Add pulled chicken to pan, and pour diced tomatoes and their juices over. Heat just until mixture simmers, then turn off heat and set aside in a bowl. Wipe out skillet and turn to low, then heat tortillas about 1 minute per side. Layer chicken mixture into tortillas, then add bean mixture on top. Top with salsa and cheddar cheese if you like!

## **Balsamic Glazed Chicken**

**Serves 4**

**Prep Time: 30 minutes**

### **Equipment you will need**

Measuring Cups and Spoons

Oven

Deep Baking Dish

Whisk

Stove

Sauce Pot

Spoon

Can Opener

Tongs

### **Ingredients**

¼ Cup Balsamic Vinegar

**3 Tbsp. Clover Valley Honey**

2 Tbsp. Clover Valley Soy Sauce

**2 Tsp. Clover Valley Minced Garlic**

4 Tyson Frozen Boneless, Skinless Chicken Breasts

1 (6.5 oz.) Can Clover Valley Sliced Mushrooms

1 ½ Cups Dry Clover Valley Enriched Long Grain White Rice

**½ Tsp. Clover Valley Salt**

### **Directions**

Thaw chicken breasts completely. Preheat oven to 350 degrees. Cook rice on stovetop according to package directions, adding salt. Whisk balsamic vinegar, honey, soy sauce, and garlic together in deep baking dish. Toss chicken breasts in sauce, then add mushrooms into the sauce. Bake for about 40 minutes or until cooked through. Serve chicken over the rice, pouring sauce and mushrooms on top.

## **Tuna Casserole**

**Serves 6**

**Prep Time: 15 minutes**

**\*Instead of using canned cream of mushroom soup, this recipe calls for a lower-fat, homemade version of the sauce!**

### **Equipment you will need**

Large Sauce Pot  
Small Sauce Pan  
Stove  
Large Mixing Bowl  
Deep Baking Dish  
Oven  
Can Opener  
Whisk  
Spoon  
Tongs  
Colander/Strainer

### **Ingredients**

1 (12 oz.) Bag Clover Valley Extra Wide Egg Noodles  
**1 Tbsp. Clover Valley Dried Minced Onion**  
2 Cups Clover Valley Shredded Cheddar Cheese  
½ (15 oz.) Can Clover Valley Green Peas, drained and rinsed  
2 (5 oz.) Cans Clover Valley Chunk Light Tuna in Water, drained  
1 (6.5 oz.) Can Clover Valley Sliced Mushrooms  
6 Tbsp. Clover Valley Unsalted Butter  
6 Tbsp. Clover Valley All-Purpose Flour  
**½ Tsp. Clover Valley Salt**  
2 Cups Skim Milk

### **Directions**

Cook pasta according to package instructions. Preheat oven to 425 degrees. Melt butter in saucepan over medium heat. Whisk in the flour and salt, and cook until mixture begins to bubble. Whisk in milk and continue to cook until thickened. Turn off heat. In a large mixing bowl, add pasta, the white sauce you just made, onion, 1 cup of the cheese, peas, tuna, and mushrooms. Stir together well, then add to deep baking dish. Sprinkle remaining 1 cup of cheese on top, then bake for 15 to 20 minutes.

## **Sautéed Shrimp Over Pasta**

**Serves 8**

**Prep Time: 25 minutes**

### **Equipment you will need**

Stove

Large Sauce Pot

Skillet

Spoon

Tongs

Colander/Strainer

Knife

Cutting Board

### **Ingredients**

1 (16 oz.) Box Clover Valley Angel Hair Pasta

**3 Tbsp. Clover Valley Olive Oil**

**1 ½ Tbsp. Clover Valley Minced Garlic**

2 (10 oz.) Bags Sea Best Frozen Cooked Shrimp (peeled and deveined)

**1 Tsp. Clover Valley Ground Pepper**

**½ Tsp. Clover Valley Salt**

**1 Tsp. Mrs. Dash Original Seasoning Blend**

**1 Tsp. Clover Valley Red Pepper Flakes**

2 Tbsp. Clover Valley Parsley Flakes

### **Directions**

Prepare pasta according to package directions. Heat olive oil in skillet over medium heat. Add garlic, Mrs. Dash, and red pepper flakes and saute 1 minute. Add shrimp, season with salt and pepper, then heat according to package directions. Toss in cooked pasta and parsley flakes and serve.



## *SHEPHERD'S PIE*

*Meat and potatoes...a long-time staple and a delicious one, at that.*

*Shepherd's Pie combines the two while also adding lots of veggies for added nutritional value.*



# Nutritional Comparison

## Homemade Shepherd's Pie

Nutrition Facts	
servings per container	
Serving size	(322g)
Amount per serving	
Calories	360
% Daily Value*	
Total Fat 15g	19%
Saturated Fat 6g	30%
Trans Fat 0.5g	
Cholesterol 75mg	25%
Sodium 660mg	29%
Total Carbohydrate 27g	10%
Dietary Fiber 3g	11%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 28g	
Vitamin D 0mcg	0%
Calcium 119mg	10%
Iron 3mg	15%
Potassium 817mg	15%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	



Dave's Single® & Small French Fries: **530 more calories, 9.5 more grams saturated fat, 25 more milligrams cholesterol, 870 more milligrams sodium**

570	3g	30g	34g	320	4g	5g	15g
Calories	Fiber	Protein	Fat	Calories	Fiber	Protein	Fat
Polyunsaturated Fat (g)				8			
Potassium (mg)				630			
Monounsaturated Fat (g)				4			
Calories From Fat				130			
Total Fat (g)				15			
Saturated Fat (g)				2.5			
Trans Fat (g)				0			
Cholesterol (mg)				0			
Sodium (mg)				320			
Carbohydrates (g)				43			
Sugar (g)				0			

## Shepherd's Pie

Serves 6

Prep Time: 40 minutes

Cost (not including pantry items): \$15.75 total or \$2.63/person

***Nutrition Fun Fact:** Olive oil contains more of the healthier fats than butter, so it is used in place of the butter in these mashed potatoes.*

### Equipment you will need

Colander/Strainer

Can Opener

Deep Baking Dish

Oven

Skillet

Stove

Spoon/Spatula

Measuring Cups and Spoons



### Ingredients

2 Cups Water

$\frac{3}{4}$  Cup Skim Milk

2 Cups Boxed Clover Valley Mashed Potatoes

**3 Tbsp. + 1 Tsp. Clover Valley Olive Oil**

24 oz. Frozen 80% Lean/20% Fat Ground Beef **OR** 6 Frozen 80% Lean/20% Fat Beef Burgers

**1 Tsp. Clover Valley Salt**

**1 Tsp. Clover Valley Ground Pepper**

**2 Tsp. Mrs. Dash Original Seasoning Blend**

1 Tbsp. Clover Valley Worcestershire Sauce

**6 Tbsp. Clover Valley Dried Minced Onion**

$\frac{1}{4}$  Tsp. Clover Valley Garlic Powder

$\frac{1}{2}$  Cup (Canned) Clover Valley Sliced Carrots, drained

$\frac{1}{2}$  Cup (Canned) Clover Valley Whole Kernel Corn, drained

$\frac{1}{2}$  Cup (Canned) Clover Valley Sweet Peas, drained

1.5 Cups Clover Valley Low Sodium Chicken Broth

### Directions

Preheat oven to 400 degrees. Let meat completely thaw on counter.

If using burgers, crumble them to become ground beef and set aside.



Prepare 6 servings of mashed potatoes from directions on box (substituting olive oil for butter). Set aside.

Heat skillet over medium heat. Add 1 tsp. of the olive oil. Add ground beef to skillet, season with ½ tsp. salt, pepper, Mrs. Dash, and Worcestershire sauce, and cook just until no more pink is showing. Drain the fat from the meat, then return it to the stove.



Add minced onion, garlic powder, and carrots. Stir for 2 minutes, then add peas and corn. Saute another 1 minute.

Add broth to mixture and bring to a simmer. Reduce heat to low and cook for 8 to 10 more minutes.



Add meat mixture into baking dish, then cover with mashed potatoes on top.



Bake 30 minutes or until browned and bubbly.

## Nutrition Facts

servings per container

**Serving size** (322g)

Amount per serving

**Calories** **360**

% Daily Value\*

**Total Fat** 15g 19%

Saturated Fat 6g 30%

Trans Fat 0.5g

**Cholesterol** 75mg 25%

**Sodium** 660mg 29%

**Total Carbohydrate** 27g 10%

Dietary Fiber 3g 11%

Total Sugars 6g

Includes 0g Added Sugars 0%

**Protein** 28g

Vitamin D 0mcg 0%

Calcium 119mg 10%

Iron 3mg 15%

Potassium 817mg 15%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## **Meatballs**

**Makes 12 meatballs**

**Prep Time: 35 minutes**

### **Equipment you will need**

Oven

Deep Baking Dish

Mixing Bowl

Spoon

Measuring Cups and Spoons

Knife

Cutting Board

Can Opener

### **Ingredients**

1 (12 oz.) Frozen 80% Lean/20% Fat Ground Beef

1 Egg

**1 Tbsp. Clover Valley Dried Minced Onion**

¼ Cup Clover Valley Canned Carrots, drained

**1 Tsp. Clover Valley Red Pepper Flakes**

⅓ Cup Clover Valley Italian Style Bread Crumbs

⅓ Cup Skim Milk

1 Tsp. Worcestershire Sauce

**½ Tsp. Salt**

**1 Tsp. Ground Pepper**

### **Directions**

Let beef thaw out completely. Preheat oven to 400 degrees. Mince carrots. Mix all together. Shape into balls and place in baking dish. Bake about 20 to 25 minutes.

## **Brunswick Stew**

**Serves 8**

**Prep Time: 35 minutes**

**\*This is a great recipe for a crockpot if you have one!**

### **Equipment you will need**

Crockpot OR Stove

Large Sauce Pot

Spoon

Measuring Cups and Spoons

Can Opener

### **Ingredients**

**4 Tbsp. Clover Valley Olive Oil**

**1 Tbsp. Clover Valley Minced Garlic**

**4.5 Tbsp. Clover Valley Dried Minced Onion**

**1 (15 oz.) Can Clover Valley Diced Tomatoes, in juices**

4 Cups Clover Valley Low Sodium Chicken Broth

2 Tbsp. Worcestershire Sauce

Optional - ¼ Tsp. Cayenne Pepper

2 (12 oz.) Cans Clover Valley Shredded Pulled Pork with BBQ Sauce

1 (15.25 oz.) Can Clover Valley Whole Kernel Corn, drained

1 (15.5 oz.) Can Clover Valley Pinto Beans, drained

**½ Tsp. Clover Valley Salt**

**1 Tsp. Clover Valley Ground Pepper**

### **Directions**

Heat oil in pot over medium-high heat. Add garlic and onion and saute 1 minute. Add tomatoes, broth, worcestershire sauce, cayenne (optional), pork, pinto beans, corn, salt, and pepper. Stir all together. Bring to a boil, then turn heat down and simmer about 1 ½ hours.

## **Beefy Noodle Casserole**

**Serves 6**

**Prep Time: 20 minutes**

### **Equipment you will need**

Large Sauce Pot

Stove

Spoon

Colander/Strainer

Skillet

Deep Baking Dish

Oven

Can Opener

Measuring Cups and Spoons

### **Ingredients**

1 (16 oz.) Box Clover Valley Rotini Pasta

16 oz. Frozen 80% Lean/20% Fat Ground Beef

¼ Cup Clover Valley All-Purpose Flour

1 Packet Brown Gravy Mix

2 Cups Water

½ Can Clover Valley Sliced Carrots, drained

½ Can Clover Valley Sweet Peas, drained

### **Directions**

Preheat oven to 400 degrees. Prepare pasta by directions on box. Heat skillet over medium heat, then brown the ground beef. Once no longer pink, add the flour and stir. Add the gravy mix and water, then stir and bring mixture to a boil. Once boiling, reduce heat so mixture simmers and gravy starts to thicken. Turn off heat and add peas and carrots. Stir together, then fold in pasta. Pour mixture into deep baking dish and bake for 20 to 25 minutes.

# DESSERTS





## *No-Bake Chocolate Peanut Butter Cookies*

*If you're a chocolate-peanut butter fan, then this is the dessert for you! Honey sweetens these cookies without adding too much sugar. The oats are good for lowering cholesterol. The best part about this recipe? No cook time!*

# Nutritional Comparison

## Homemade No-Bake Chocolate Peanut Butter Cookies

Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>(33g)</b>
Amount per serving	
<b>Calories</b>	<b>140</b>
% Daily Value*	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 65mg	3%
<b>Total Carbohydrate</b> 14g	<b>5%</b>
Dietary Fiber 2g	7%
Total Sugars 6g	
Includes 5g Added Sugars	10%
<b>Protein</b> 5g	
Vitamin D 0mcg	
Calcium 19mg	2%
Iron 1mg	6%
Potassium 122mg	2%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Chocolate Peanut Butter  : 60 more milligrams sodium, 4 more grams sugar

Nutrition Facts	
Serving Size 2 cookies (29g)	
Servings Per Container about 15	
Amount Per Serving	
<b>Calories</b> 140	Calories from Fat 50
% Daily Value*	
<b>Total Fat</b> 6g	<b>9%</b>
Saturated Fat 1.5g	8%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 125mg	<b>5%</b>
<b>Potassium</b> 60mg	<b>2%</b>
<b>Total Carbohydrate</b> 20g	<b>7%</b>
Dietary Fiber Less than 1g	3%
Sugars 10g	
<b>Protein</b> 2g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 8%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories: 2,000 2,500	

## No-Bake Chocolate Peanut Butter Cookies

**Makes: 16 - 18**

**Prep Time: 10 minutes**

**Cost (not including pantry items): \$7.90 total or \$0.49 - \$0.44/cookie**

### Equipment you will need

Baking Sheet

Cooking Spray

Sauce Pot

Stove or Microwave

Spatula

Measuring Cups and Spoons

Refrigerator or Ice Box



### Ingredients

¼ cup Nestle Toll House Cocoa Powder

1 cup Clover Valley Peanut Butter

**1 Tbsp. Clover Valley Vanilla Extract**

2 cups Clover Valley Oats

¼ cup Clover Valley Honey

¼ cup Skim Milk

## Directions



Mix honey, cocoa, and milk in a pot over medium heat\*.



Turn up heat and bring to a boil while stirring.  
Let boil for 1 minute (keep stirring). Take off heat.



Add peanut butter and vanilla extract.





Stir in oats.



Drop tablespoons of dough onto a greased cookie sheet.  
Refrigerate at least 30 minutes before enjoying.

\*You may also microwave the ingredients to heat, but stop to stir frequently.

## Nutrition Facts

servings per container  
**Serving size** (33g)

Amount per serving  
**Calories** 140

% Daily Value\*

**Total Fat** 8g 10%

Saturated Fat 1.5g 8%

Trans Fat 0g

**Cholesterol** 0mg 0%

**Sodium** 65mg 3%

**Total Carbohydrate** 14g 5%

Dietary Fiber 2g 7%

Total Sugars 6g

Includes 5g Added Sugars 10%

**Protein** 5g

Vitamin D 0mcg 0%

Calcium 19mg 2%

Iron 1mg 6%

Potassium 122mg 2%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## **Kitchen Sink Cookies**

**Makes 48 cookies**

**Prep Time: 15 minutes**

### **Equipment you will need**

Oven

Sheet Pan

Mixing Bowls

Spoon

Measuring Cups and Spoons

Knife

Cutting Board

Cooking Spray

### **Ingredients**

2 Sticks Clover Valley Unsalted Butter, softened

½ Cup Clover Valley Brown Sugar

**1 Tsp. Clover Valley Vanilla Extract**

1 Tsp. Clover Valley Baking Soda

**½ Tsp. Clover Valley Salt**

½ Cup Clover Valley Sugar

2 Eggs

2 Cups Clover Valley All-Purpose Flour

½ Tsp. Clover Valley Baking Powder

2 Cups Clover Valley Rolled Oats

2 Cups Nestle Dark Chocolate Chips

½ Cup Clover Valley Walnut Halves, chopped

½ Cup Clover Valley Pecan Halves, chopped

1 Cup Clover Valley Raisins

### **Directions**

Preheat oven to 350 degrees. Spray baking pans with cooking spray. Beat the butter, sugar, and brown sugar together in a bowl until creamy. Stir in one egg, then stir in the other. Add the vanilla and stir. In a separate bowl, stir together the flour, baking soda, baking powder, and salt. Add the other mixture and stir together. Add in the remaining ingredients and stir all. Drop tablespoons of dough onto pan (keep them about 2 inches apart from each other). Flatten each dough ball with the spoon. Bake about 16 minutes.

\*Inspired by Martha Stewart's Kitchen Sink Cookies

## **Chocolate Bread Pudding**

**Serves 10 - 12**

**Prep Time: 15 minutes**

**Cook Time: 45 minutes**

### **Equipment you will need**

Sauce Pot

Whisk

Measuring Cups and Spoons

Knife

Cutting Board

Baking Pan (at least 2 in. deep)

Large Bowl

Oven

### **Ingredients**

1 Package Clover Valley Pecans, Unsalted

1 Loaf Clover Valley Whole Wheat Bread

3 Cups Milk (divided in half)

1 ½ Cups Nestle Dark Chocolate Morsels (divided in half)

½ Cup Nestle Baking Cocoa

½ Cup **Clover Valley Honey**

6 Eggs

2 Tsp. **Clover Valley Vanilla Extract**

½ Tsp. **Clover Valley Salt**

½ Cup Clover Valley Raisins

### **Directions**

Toast pecans for 5 minutes in a 350 degree oven, then roughly chop. Rip bread into tiny pieces, or cut into cubes. Heat half of the milk in a sauce pot over low heat, then stir in half of the dark chocolate morsels, cocoa, and honey until melted. Pour into large bowl and add the other half of milk along with the eggs, vanilla, and salt. Whisk all together. Toss the ripped bread into the baking pan along with the other half of the chocolate morsels, the raisins, and the toasted pecans. Pour the wet mixture over the bread mixture. Let sit at room temperature for 30 minutes. Preheat oven to 325 degrees. Bake bread pudding for about 45 minutes or until set. Store in the refrigerator.

## **Cheerio Dessert Bars**

**Makes 12 - 16 Bars**

**Total Time: 1 hr 15 mins**

### **Equipment you will need**

Rectangular Pan (at least 2 in. deep)

Large Bowl

Spoon

Sauce Pot

Measuring Cups and Spoons

Refrigerator

### **Ingredients**

3 Cups Cheerios

$\frac{3}{4}$  Cup Clover Valley Smooth Peanut Butter

$\frac{1}{4}$  Cup **Clover Valley Honey**

$\frac{1}{2}$  Cup Nestle Dark Chocolate Morsels

**1 Tsp. Clover Valley Cinnamon**

1 (10 oz.) Bag Clover Valley Mini Marshmallows

### **Directions**

Heat peanut butter and honey in sauce pot over low heat until runny. Stir in chocolate morsels until melted. Stir in marshmallows until melted, then stir in cinnamon. Pour Cheerios into bowl, then pour mixture on top. Stir together until well mixed, then push mixture into pan. Make sure mixture is pressed evenly into pan and against edges, then refrigerate dish for 1 hour. Once set, cut into 12 - 16 bars.



## **Angel Food Cake**

**Serves 16**

**Prep Time: 20 minutes**

### **Equipment you will need**

Oven

Mixing Bowls

Spoon

Whisk

Measuring Cups and Spoons

Loaf Pan

### **Ingredients**

1 Cup Clover Valley All-Purpose Flour

1 ½ Cups Clover Valley Sugar

1 Tbsp. Clover Valley White Vinegar

12 Egg Whites

**½ Tsp. Salt**

**1 Tsp. Clover Valley Vanilla Extract**

### **Directions**

Let egg whites sit out until at room temperature. Preheat oven to 325 degrees. Whisk together the flour and half of the sugar. In a separate bowl, whisk together the egg whites, salt, and vanilla. Stir quickly until the mixture is frothy, then add the vinegar. Continue to stir quickly until stiff peaks form. Stir in the remaining half of sugar, then slowly stir in the combined flour and sugar. Gently pour the mixture into pan and bake for about 40 minutes. The cake will be ready when the top pops back when touched. Cool for at least an hour, then gently loosen cake from pan with a knife.

**DOLLAR GENERAL®**

## **APPENDIX C**

### **Proposal for How to Market the Dollar General® Recipe Book and Healthy Eating to Customers**

**Executive Summary / Goals** - The goal of marketing the Dollar General® recipe book is to not only increase visibility and sales for the company but to also, on a grander scale, market Dollar General® as an acceptable and successful provider of healthful food options for those on a low-income budget. The ultimate goal of the Dollar General® recipe book is to serve as a resource in helping to reduce poor nutritional status among low-income Americans.

- 1) **Target Customers:** shoppers of Dollar General® stores across America
- 2) **Unique Selling Proposition:** The Dollar General® recipe book is the first of its kind for the chain and presents options for its readers to prepare healthful meals that are budget-friendly.
- 3) **Pricing and Positioning Strategy:** The recipe book will be offered free-of-charge in Dollar General® stores across the country.
- 4) **Distribution Plan**
  - a) The recipe book will be available at check-out registers in all stores.
  - b) In-store shelf tags next to pertinent products will call out the book's recipe ideas and promote it.
- 5) **Offers**
  - a) Kits assembled with recipe ingredients will be highly discounted ("meal deal" concept)
  - b) Free spice with purchase of recipe ingredients
- 6) **Marketing Materials**
  - a) In-store healthy product call-outs (i.e., "Here's why you should choose whole wheat bread over white")
  - b) Flyers distributed in community centers and partner facilities promoting recipe book/related events
  - c) Mailer to homes in Dollar General® territories that fall under a relevant income line
  - d) Vouchers/Coupons for partners to distribute
  - e) Sandwich boards in front of store promoting recipe book, special offers, and events
- 7) **Promotions Strategy**
  - a) Press releases to be distributed announcing recipe book release
  - b) Event marketing of:
    - i) Live chef demos preparing recipe book recipes
    - ii) Ask the Dietitian sessions
    - iii) Mobile Farmers Market (Veggie Van concept)
  - c) Mailers to households within 15 miles of new stores opening
    - i) Advertising Chef Dinners with all Dollar General® ingredients
    - ii) Shuttle service offered to/from event
  - d) Voucher offer for partners to get new customers in the Dollar General® doors

- e) In-store ingredient and recipe tastings

**8) Online Marketing Strategy**

- a) Contests (i.e., “Tag us in your pictures of recipes you’ve prepared from the Dollar General® recipe book for a chance to win a \$50 gift card!”)
- b) Facebook Live cooking demos
- c) Add Nutrition blog on website and feature recipes

**9) Conversion Strategy - Highlight frequent patrons by filming testimonial videos to be promoted on social media**

**10) Joint Ventures and Partnerships**

- a) Partner with Share Our Strength/Cooking Matters to host in-store/parking lot cooking classes and store nutrition tours for customers
- b) Partner with Wholesome Wave to discuss ways shoppers can receive a voucher for fresh fruits and vegetables when they make a purchase at Dollar General®
- c) Partner with local farmers/community garden to host a farmers market event at stores
  - i) Live Chef demos to promote recipe book
  - ii) Make fresh produce available for sale in Dollar General® parking lot
  - iii) Pair Dollar General® products with available produce as suggested serving option
- d) Partner with Registered Dietitians to promote recipe book
- e) Partner with WIC Clinics to distribute free recipe books

**11) Referral Strategy - Provide recipe book bundles with coupons for customers to freely distribute to friends and family**

**12) Retention Strategy - Modify/add to recipe book as needed and consider more targeted editions (i.e.: vegan cooking, holiday cooking, cooking for religious customs)**

**13) Measurements of Success**

- a) 5% increase in total grocery product sales within 6 months of recipe book launch
- b) 3% increase in customer traffic within 3 months of recipe book launch
- c) Average of 100 books distributed/store within 3 months of recipe book launch
- d) Measured increase in sales of targeted Dollar General® healthy food products (i.e., 100% whole wheat bread or skim milk) within 3 months of recipe book launch)